

ORDER



KSDK

Orders
Order / Rev: 715892
Alt Order #:
Product Desc: 9/25-10/1
Estimate: 12105
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Enyart,B / D / Congress (DCCC)
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$20,900.00	\$17,765.00
10/01/12	10/01/12	10	\$11,350.00	\$9,647.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$20,900.00	\$17,765.00	0.00
October 2012	10	\$11,350.00	\$9,647.50	0.00
Totals	36	\$32,250.00	\$27,412.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	09/25/12	09/28/12	M-F 6-7A 6-7a	CM	6-7A	- 11- 1 - -	:30	3	\$675.00	P-2	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 11- 1 - -			3			\$675.00		0.00			
2	KSDK	10/01/12	10/01/12	M-F 6-7A 6-7a	CM	6-7A	M- - - - -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -			1			\$500.00		0.00			
3	KSDK	09/26/12	09/28/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- - 111 - -	:30	3	\$675.00	P-2	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - 111 - -			3			\$675.00		0.00			
4	KSDK	09/30/12	09/30/12	Sun 9a Sun 9-10a	CM	9-10A	- - - - - S	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - S			1			\$525.00		0.00			
5	KSDK	10/01/12	10/01/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M- - - - -	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -			1			\$350.00		0.00			
6	KSDK	09/25/12	09/27/12	M-F Noon News Noon News	CM	12-1230p	- 1- 1 - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Enyart,B / D / Congress (DCCC)
 Product Desc: 9/25-10/1
 Estimate: 12105

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	09/25/12	09/27/12	M-F Noon News Noon News	CM	12-1230p	- 1- 1- - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- 1- 1- - -		2			\$275.00		0.00				
7	KSDK	09/28/12	09/28/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- - - - F- -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - F- -		1			\$200.00		0.00				
8	KSDK	09/25/12	09/25/12	M-F 3-4p Ellen	CM	3-4p	- T- - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- T- - - - -		1			\$450.00		0.00				
9	KSDK	10/01/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5p	M- - - - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -		1			\$750.00		0.00				
10	KSDK	09/27/12	09/27/12	M-F 430-5p Jeopardy	CM	430-5p	- - - T- - -	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - T- - -		1			\$675.00		0.00				
11	KSDK	09/26/12	09/28/12	M-F 4P News News 5 at Four	CM	4-430P	- - 1- 1- -	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - 1- 1- -		2			\$600.00		0.00				
N 12	KSDK	09/25/12	09/28/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- 1- 11- -	:30	3	\$1,200.00	P-2	0.00	NM	6	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- 1- 11- -		3			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		M-F 5P News		5-530P	- T- ThF- - - -	:30		(\$1,200.00)		0.00	NM		
See MG 12.4,12.5,12.6,12.7															
[Spots did not air - Severe WX cut in]															
4	KSDK	10/01/12-10/01/12		M-F 5P News		5-530P	M- - - - -	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 14.1,16.1,12.1															
[N/A]															
5	KSDK	10/01/12-10/01/12		630-7P Wheel		630-7P	M- - - - -	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 14.1,16.1,12.1															
[N/A]															
6	KSDK	10/01/12-10/01/12		LN (M-F)		10-1035p	M- - - - -	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 14.1,16.1,12.1															
[N/A]															
7	KSDK	09/28/12-09/28/12		M-F 1230-1p		1230-1p	- - - - - F- - - -	:30		\$200.00		0.00	NM		
Ⓜ MG for 14.1,16.1,12.1															
[N/A]															
13	KSDK	10/01/12	10/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M- - - - -	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -		1			\$1,100.00		0.00				
N 14	KSDK	09/26/12	09/28/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- - 1- 1- -	:30	2	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - 1- 1- -		2			\$1,350.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		M-F 6P News		6-630P	- - W- - F- - - -	:30		(\$1,350.00)		0.00	NM		
See MG 12.4,12.5,12.6,12.7															
[NA/Oversold]															
15	KSDK	10/01/12	10/01/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M- - - - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -		1			\$1,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	10/01/12	10/01/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$1,000.00		0.00			
N 16	KSDK	09/25/12	09/28/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	- 1111 - -	:30	4	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1111 - -		4				\$1,350.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/24/12-09/30/12	630-7P Wheel		630-7P	- TWThF - - - -	:30		(\$1,350.00)		0.00	NM		
	See MG 12.4, 12.5, 12.6, 12.7 [Spots did not air- Severe Weather break in/ Intermittent outages]														
17	KSDK	10/01/12	10/01/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$3,500.00		0.00			
18	KSDK	09/26/12	09/26/12	Wed Prime Other Law & Order: SVU	CM	8-10p	- - W- - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- - W- - - -		1				\$1,500.00		0.00			
19	KSDK	09/26/12	09/26/12	LN (M-F) LN (M-F)	CM	10-1035p	- - W- - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- - W- - - -		1				\$1,800.00		0.00			
20	KSDK	09/29/12	09/29/12	LN (Sa) LN (Sa)	CM	10-1035p	- - - - - S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- - - - - S-		1				\$1,200.00		0.00			
21	KSDK	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$450.00		0.00			
22	KSDK	09/25/12	09/27/12	Tonight Show Tonight Show	CM	1035-1137p	- 1- 1- - -	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 1- 1- - -		2				\$375.00		0.00			
Totals													36	\$32,250.00	